



Our Privacy Portal

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Your Data And Vodafone



The home of our privacy and cookie policy

Your privacy is important to us – just as knowing how we use your information is important to you. Our Privacy Portal gives you full visibility of how we collect, use, share and protect your personal information when you use our products, services and our website.

We've broken this information down into chunks so you can find the details you need as quickly and easily as possible.

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Cookie policy

Our cookies policy



Our cookies policy

This section is about what cookies are, how we use them and how you can manage them.

What are cookies?

Cookies are small files that are stored on your device when you visit a website. The cookies mean that the website will remember you and how you've used the site every time you come back.

If you want to know more about cookies, head to aboutcookies.org or allaboutcookies.org (please note: these links open a new window or browser tab).

How we use cookies

We use cookies to do a number of things. For example, remembering your preferences, recording what you've put in your shopping basket, or counting the number of people looking at a website. We also use them to keep track of what you've bought from us, what you've done on the site, and to make advertising more relevant to you.

Cookies have a unique alphanumeric identifier that sits on your browser. In many cases, we won't be able to link the information we collect by using a cookie back to you. They can, however, enable us to link that information back to you and your personal information, for instance, when you log in, or choose to register for a service, white paper or newsletter. For example, we may use web analytics to determine which ISP your IP address uses for browsing which can then be used to personalise the communications you receive from us (if you are opted into receiving personalised communications). For further information on how we use your information please see our [Privacy Policy](#).

We have categorised our cookies into the following categories:

1. Strictly necessary – these are used to help make our website work efficiently.
2. Performance – these are used to analyse the way our website works and how we can improve it.
3. Functionality – these help to enhance your experience by doing things like remembering products you've added to your basket.
4. Targeting/advertising – these are used to share some information with third parties who we advertise with, so we know how you've reached our website and to be able to reconcile at an aggregate level with our affiliate partners. We can also use cookies to identify the parts of the website that you are interested in. We then use this information to show you adverts and pages we think may also be of interest to you, to tailor how we communicate with you, or to tailor the contents of the communications we send to you. If you prefer, you can manage your cookies on our website. Tailoring of content means it includes information reflecting the interest you've shown in the content of our web pages, or offers or promotions that we think may interest you, and to improve how we respond to your needs.

Sometimes, other companies will add a cookie on our website to show you adverts and pages which may be of interest to you. Details on these, and how to opt out if you prefer, can be found in the 'Third-party cookies' section of this cookies policy.

In addition to the cookies we use on our websites, we also use cookies and similar technologies in some emails and push notifications we send to mobile devices from our apps. These help us to understand

whether you have opened the email and how you have interacted with it. If you have enabled images, cookies may be set on your computer or mobile device. Cookies will also be set if you click on any link within the email.

We sometimes use persistent cookies as well as 'session-based' cookies. A 'persistent' cookie will remain for a period of time set for that cookie. A 'session-based' cookie is allocated only for the duration of your visit to our website and automatically expires when you close down your browser.

Cookies and you

To make a purchase online or sign up to services like My Vodafone or Vodafone Rewards on Pay as you go, you must have cookies enabled on your internet browser. Some of the more popular browsers are:

- [Internet Explorer](#)
- [Firefox](#)
- [Safari](#)
- [Google Chrome](#)

If you choose not to enable cookies, you'll still be able to browse our website, but it will restrict some of the functionality of our website and what you can do.

First-party cookies

First-party cookies originate from the same domain as the website you're currently visiting (in this case, [vodafone.co.uk](#)).

See our list of first-party cookies (shown later on in this cookies policy).

Third-party cookies

Third-party cookies originate from a domain that's different to the website being visited. For example, when you visit our website, we may link to another company's website – like our Facebook or Twitter account, or a video from our YouTube page. We don't control how they use their cookies, so we suggest you check their website to see how they're using them or block the cookies via our "cookie settings" button.

Affiliates of the Vodafone Group with a different domain name may also place cookies on our website, to show you adverts or pages of other Vodafone Group companies that may be of interest to you. Details of these affiliates – and how to opt out – are included in our list of third parties (shown later on in this cookies policy) that may put cookies on our website.

Controlling your cookies



Controlling your cookies

You can opt-out of each cookie category (except strictly necessary cookies) by clicking on the "cookie settings" button below:

[Cookie Settings](#)

Alternatively, you can control cookies in your browser, to enable or disable them. If you wish to restrict or

block the cookies which are set by any website – including a Vodafone website – you can do this through the web browser settings for each web browser you use, on each device you use to access the internet.

Information on controlling and deleting cookies, including on a wide variety of browsers, is also available at allaboutcookies.org.

Under the heading 'Cookies and you', we've also provided a few links for some of the more popular browsers – but check your particular browser and device for correct and up-to-date information.

Some services – My Vodafone, for example – may not function or may have more limited functionality if your web browser does not accept cookies. However, you can allow cookies from specific websites by making them 'trusted websites' in your web browser.

The Internet Advertising Bureau website – [Your Online Choices](#) – allows you to install opt-out cookies across different advertising networks.

If you do not wish to accept cookies from one of our emails, you can choose not to download any images or click on any links. You can also set your browser to restrict cookies or to reject them entirely. These settings will apply to all cookies whether included on websites or in emails. Sometimes, depending on your email or browser settings, cookies in an email may be automatically accepted (for example, when you've added an email address to your address book or safe senders list). For more information, refer to your email browser or device instructions.

First-party required cookies



What it's called	What it's used for	Type
utag_main x_axis_main	Code management platform that contains logic on what 3rd party code is required by the website. The cookie stores no customer data and doesn't directly change the customer experience. For more information see https://tealium.com/cookie-policy/ for more information	2
_gat _ga _gid	Used by Google Analytics to report on the performance of the website, thus helping in campaign optimisation to deliver relevant content and usability improvements. For more information please see https://policies.google.com/technologies/cookies	2
LPVID	Used to enable web chat, allowing you to contact customer services. For more information please see https://www.liveperson.com/policies/privacy	3
ObSSOCookie	Enabling single sign on for logging in from a company network.	1
ASP.NET_SessionId	Used to maintain an anonymised user session by the server.	1
JSESSIONID SITESJSESSIONID	If you click back on your browser, our system knows what page you were looking at before.	1

What it's called	What it's used for	Type
PHPSESSID	This is a general purpose identifier used to maintain user session variables. It is normally a random generated number, how it is used can be specific to the site, i.e. maintaining a logged-in status for a user between pages.	1
BVBRANDSID BVBRANDID	Bazaarvoice Analytics service measures and reports on the business impact on 'www.vodafone.co.uk' from the customer generated rating & reviews. For more information please see https://www.bazaarvoice.com/privacy-policy/	4
s_sess mbox s_fid s_pers s_vi s_cc	We use Adobe's analytics and on-site personalisation services to measure the use and performance of our website. This may include information such as how you reached one of our web pages, your IP address, and how you interact with our content. For more information please see https://www.adobe.com/gr_en/privacy/cookies.html	2
__utma __utmc __utmz __utmt __utmb	Used by Google Analytics to report on the performance of the website, aiding campaign optimisation and usability improvements. See this link for more information https://support.google.com/analytics/answer/6004245 This is the link to the Google Opt-Out tool: https://tools.google.com/dlpage/gaoptout/	2
_gid _ga _gat	Used by Google Analytics to report on the performance of the website, thus helping in campaign optimisation to deliver relevant content and usability improvements. See this link for more information https://support.google.com/analytics/answer/6004245 This is the link to the Google Opt-Out tool: https://tools.google.com/dlpage/gaoptout/	2
dtPC dtLatC dtCookie	dtcookie - Session cookie used to identify user sessions. This cookie is valid as long as the browser process is running. Dtpc - Page context cookie used to link web requests to user actions. dtlatc - Measures server latency for performance monitoring. Required to identify proper endpoints for beacon transmission; includes session ID for correlation. For more information, please see https://www.dynatrace.com/company/terms-and-conditions/privacy/#cookies-and-other-tracking-technologies	2

What it's called	What it's used for	Type
DYN_USER_ID DYN_USER_CONFIRM	Temporarily remembers what you're doing on our website, so you don't need to give us the same information twice (for example, when you add a new phone to your basket) When you click off our website, the information will be automatically removed.	3
kampyle_userid kampyleUserSessionsCount kampyleSessionPageCounter kampyleUserSession kampyleUserPercentile kampyleInvitePresented	Customer survey tool. For more information please see https://www.medallia.com/privacy-policy/	3
AMCV_ AMCV_	Adobe Marketing Cloud provides the Visitor ID service, using JavaScript to store a unique visitor ID in an AMCV_###@AdobeOrg cookie on the domain of the current website, where ### represents a random string of characters. It is this ID that allows us to serve you more relevant content and experiences. For more information please see https://www.adobe.com/uk/privacy	4
RT	Soasta provides an availability and performance system monitoring application. For more information please see https://www.soasta.com/privacy-policy/	2
BinkiesVisitorId BinkiesSessionId	3D models of devices to provide customers a more lifelike experience. For more information please see https://www.binkies3d.com/	4
vf_returning_visitor	Identifies whether you're a Consumer, Business, Corporate or Public Sector customer – depending on how many times you've clicked on each section of our website It means that when you arrive at our website, our system will remember which area should be shown to you automatically	3
x-vodafone-solo	The skip login feature has been added to My Vodafone to improve the experience. If you click on 'Skip login to this page next time', your phone, tablet or laptop will bypass the login page next time you come to the site. This cookie will be set for 30 days and only allow you to access some of the My Vodafone pages. You'll still need to fully login to perform other tasks. We don't recommend you use this feature on public or shared devices, as the cookie will remain on the device after use.	3
bp_sid bp_test bp_tid referral_tracking	Used to track journeys made on our website following an individual providing another individual with a 'refer a friend' link to Vodafone services. For more information please see https://www.buyapowa.com/platform-privacy-policy	3

Third party cookies



We are currently reviewing our lists and will update them from time to time.

Company	What it's called	Type	More Information
Davinic11 (Ad2One)	IDE _uetsid	4	For more information please see https://pages.ebay.co.uk/h For more information about opting out, please see https://pa
Adform	uid cid CM14 DigiTrust.v1.identity TPC C	4	For more information please see https://site.adform.com/pri For more information about opting out, please see https://sit
Amazon	ad-id ad-privacy	4	For more information please see https://services.amazon.co
Oath	B ACID ASCID C2	4	For more information please see https://policies.oath.com/u
AppNexus	anj sess uuid2	4	For more information please see https://www.appnexus.com For more information about opting out, please see https://w privacy-policy#choices
Affiliate Window	AWSESS aw1257 aw1856 aw2220 aw2306 aw2363	4	For more information please see https://www.awin.com/gb/
Bing	MUID MUIDB ANON NAP SRCHD SRCHUID SRCHUSR _EDGE_V B	4	For more information please see https://privacy.microsoft.co
Captify	anj sess uuid2	4	For more information please see https://www.captify.co.uk/p
MedialQ	anj sess uuid2 IDE _uetsid	4	For more information please see https://mediaiqdigital.com/new.pdf
Facebook	fr datr lu	4	For more information please see https://www.facebook.com

Company	What it's called	Type	More Information
Google	GAPS LSID APISID SSID NID SID SAPISID HSID VISITOR_INFO1_LIVE PREF YSC IDE _uetid CONSENT 1_JAR UULE OTZ SIDCC AID	2	See this link for more information https://support.google.com/ This is the link to the Google Opt-Out tool: https://tools.google.com/dlpage/gaoptout/
Gumtree	IDE _uetid	4	For more information please see https://www.gumtree.com/ For more information about opting out, please see https://www.ebay.com/help/account/adchoice/adchoice?id
LinkedIn	BizID UserMatchHistory lang lidc bcookie __utma __utmv __qca bscookie	4	For more information please see https://www.linkedin.com/ For more information about opting out, please see https://www.linkedin.com/help/linkedin/answer/55828
Plista	Pookie rt11	4	For more information please see https://www.plista.com/abc For more information about opting out, please see https://www.plista.com/abc
Videology (Tidal TV)	tidal_ttld adidt sync-his tpdpc tpfreqcap ttvrc	4	For more information on how Videology use your Personal Data see: https://videologygroup.com/en/privacy-policy For more information about opting out of Interest-Based Ads see: https://videologygroup.com/en/learn-about-interest-based-ads

Company	What it's called	Type	More Information
Twitter	auth_token twll secure_session guest_id __utma personalization_id remember_checked remember_checked_on lang	4	For more information please see https://help.twitter.com/en
Xaxis	id mdata	4	For more information please see https://www.xaxis.com/priv For more information about opting out https://www.xaxis.co
App Dynamics	_actmu _actvc _ga _mkto_trk ajs_anonymous_id ajs_group_id ajs_user_id ei_client_id optimizelyEndUserId ser_app	2	For more information please see https://www.appdynamics.co
Adobe Audience Manager	DST _dp demdex dextp dpm	4	For more information please see https://www.adobe.com/pr For more information about opting out: https://www.adobe.c
DoubleClick	_uetsid id DSID IDE	4	You can control the ads that you see on Google and find out more by visiting www.google.com/settings/ads Alternatively, you can also manage and opt-out of Google DoubleClick by visiting www.youronlinechoices.com/uk/your-ad-choices
Freespee	_fs_uid AWSELB	4	For more information please see https://www.freespee.com/
LivePerson	LivePersonID LPVisitorID LPSessionID	3	For more information please see https://www.liveperson.com
Mookie (media innovation group)	id mdata OAX	4	For more information or to find out how to opt out, please see

Company	What it's called	Type	More Information
Nanorep	u 271AABB 2404866 265975C 240485E 26597CD 2404863 2659761 26597D2 271AABB 271AAC0	3	For more information please see https://www.logmeininc.co For more information about opting out https://preferences-r
Medallia	us_lang	3	For more information please see https://www.medallia.com/ For more information about opting out https://preferences-r
Adobe Target	mbox.	4	For more information, please see https://www.adobe.com/gr For more information about opting out, please see https://w
Veinteractive	__ssid ouuid ouuid_last_update	4	For more information, please see https://www.ve.com/cookie For more information about opting out, please see https://w
Quantcast	d mc	4	For more information, please see https://www.quantcast.com For more information about opting out, please see https://w
Bazaar Voice		4	For more information, please see https://www.bazaarvoice.co For more information about opting out, please see https://w policy/#opting-out
Bidswitch (IPONWEB)	c tuuid_lu tuuid	4	For more information, please see https://www.bidswitch.com
ELOQUA	ELOQUA ELQSTATUS	4	For more information, please see https://www.oracle.com/le preferences For more information about opting out, please see https://www.oracle.com/marketingcloud/about/index.html
Adroll	__adroll	4	For more information, please see https://www.adrollgroup.co For more information about opting out, please see https://ap
Rockabox	tuuid, pcc, pvc	4	For more information, please see https://www.scoota.com/p
Adobe Media Optimizer	everest_session_v2 everest_g_v2 ev_sync_dd	4	For more information, please see https://marketing.adobe.com/resources/help/en_US/white

Company	What it's called	Type	More Information
Google Analytics	<div><div></div><div>__utma</div><div></div><div>__utmc</div><div></div><div>__utmz</div><div></div><div>__utmt</div><div></div><div>__utmb</div><div></div><div>G_ENABLED_IDPS</div><div></div><div>disqus_unique</div><div></div><div>__jid</div></div>	2	For more information, please see https://policies.google.com
Indeed	<div><div></div><div>CTK</div><div></div><div>BIGipServerjob</div><div></div><div>INDEED_CSRF_TOKEN</div><div></div><div>JSESSIONID</div></div>		For more information please see https://www.indeed.com/le

How to contact us

If you have any questions about our privacy policy or your privacy settings, please submit your query and a member of our dedicated team will respond to you.

Submit your privacy query

Manage your marketing preferences

Go to your My Vodafone account settings to manage your marketing preferences. If you're unable to access My Vodafone, you can [chat with us](#) instead.

Manage privacy settings

Related links

Credit checks >

Find out about Vodafone credit checks: what are they and how do they work?

Protecting you >

Find useful information on how to stay safe, as well as how we protect your debit and credit card details so you can be confident when buying from us – and what to do if you think someone is posing as us.

Fraud prevention >

You can ask us about how we use your details for fraud prevention when you take out your Vodafone agreement.

Vodafone Analytics >

Find out how anonymised customer data helps organisations make better decisions by providing valuable insights into movement and usage patterns.

Buying online

Latest phones

Help & Support

Vodafone UK

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Consumer Price Index (CPI) changes

*Monthly price shown plus all out of bundle charges will increase by the Consumer Price Index rate published in January of that year + an additional 3.9%. If you have a Device Plan, this will not affect your monthly Device Plan: [vodafone.co.uk/pricechanges](https://www.vodafone.co.uk/pricechanges).

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